

20-21
03/2025
GRANADA
SPAIN

Convención Internacional Economía del Patrimonio Mundial

International Convention on
Economics of World Heritage



A Junta
de Andalucía

Consejería de Cultura
y Deporte

Patronato de la Alhambra
y Generalife

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Convención Internacional Economía del Patrimonio Mundial

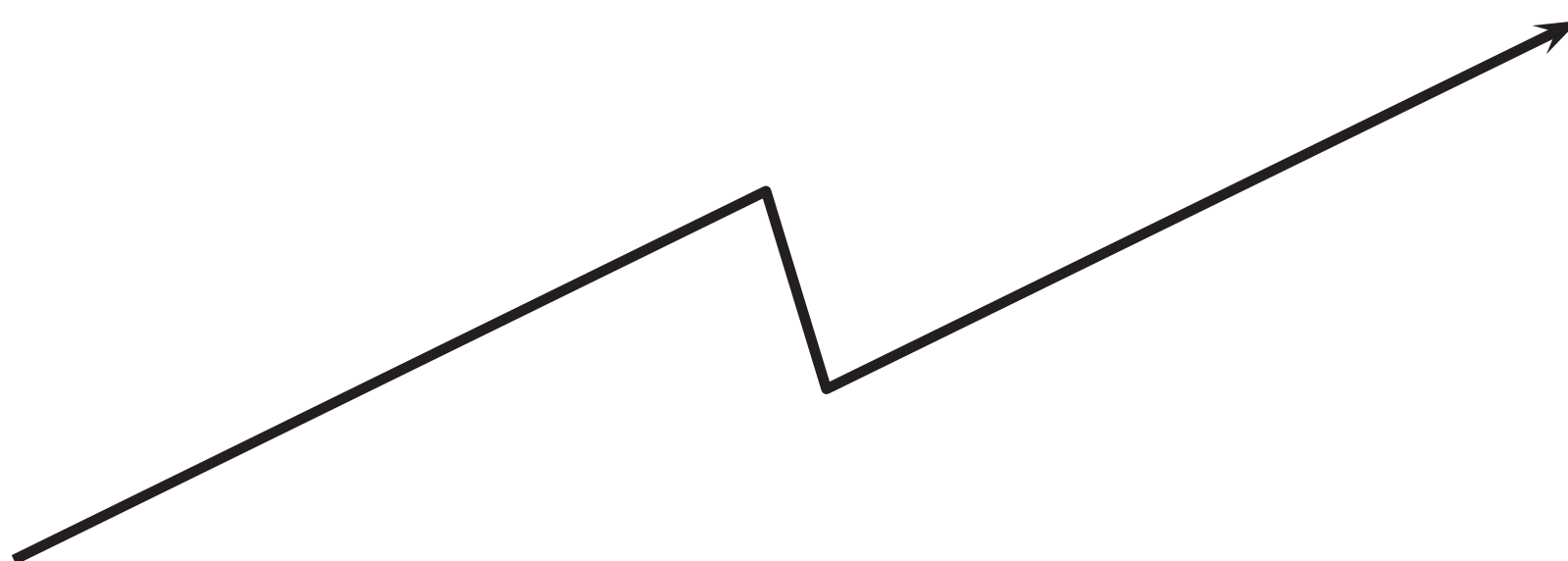
La Convención Internacional de Granada sobre Economía del Patrimonio Mundial es un foro científico organizado por Patronato de la Alhambra y Generalife y la Asociación Internacional de Economía de la Cultura (ACEI), y en cooperación con UNESCO World Heritage Convention, que tiene como fin crear un foro de discusión entre académicos y expertos en economía del patrimonio mundial, junto con representantes de instituciones culturales internacionales y gestores de sitios patrimoniales mundiales.

Se abordan temas como la valoración económica e impacto turístico, la gobernanza y sostenibilidad de los sitios, los problemas de preservación y riesgo del patrimonio mundial, nuevas fórmulas de cooperación internacional, la implicación de las comunidades en la sostenibilidad y los efectos del patrimonio sobre la creatividad y el desarrollo económico local, entre otros. Se ha logrado reunir a académicos de diferentes universidades del mundo, junto con expertos de las más importantes instituciones culturales en la materia, así como una amplia representación geográfica mundial de casos de estudio, que discutirán sobre todos estos temas, con el ánimo de promover el intercambio de conocimiento y los resultados prácticos y útiles para la gestión y la planificación del patrimonio mundial.

International Convention on Economics of World Heritage

The Granada International Convention on the Economics of World Heritage is a scientific forum organized by the Alhambra and Generalife Council and the Association for Cultural Economics International (ACEI), supported by UNESCO. It aims to provide a forum for discussion among academics and experts in world heritage economics, along with representatives of international cultural institutions and managers of world heritage sites.

Topics such as economic valuation and tourism impact, governance and sustainability of sites, problems of preservation and risks facing world heritage, new formulas for international cooperation, the involvement of communities in sustainability and the effects of heritage on creativity and local economic development, among others, will be addressed. The Convention has been able to gather scholars from different universities around the world, together with experts from the most important cultural institutions in the field, as well as a wide geographical representation of world case studies. Participants will discuss all these topics with the aim of promoting exchange of knowledge and practical and useful results for the management and planning of world cultural heritage.



Scientific Programme Distribution of Sessions

20 March

9.00 / 9.30 h

Welcome addresses

Rodrigo Ruiz-Jiménez Carrera

GENERAL DIRECTOR OF THE ALHAMBRA AND GENERALIFE COUNCIL

Luis César Herrero Prieto

PRESIDENT OF THE ASSOCIATION FOR CULTURAL ECONOMICS INTERNATIONAL

9.30 / 10.00 h

Opening Keynote Lecture

**World Heritage sites for sustainability,
inclusion, and resilience**

Jyoti Hosagrahar

DEPUTY-DIRECTOR. UNESCO WORLD HERITAGE CENTRE

CHAIR OF THE SESSION: Luis César Herrero Prieto

UNIVERSITY OF VALLADOLID

10.00 / 11.30 h

1 > World Heritage, space and creativity

Governing multiple UNESCO designations in European regions: a cultural economic perspective

Enrico Bertacchini, G. Segre, M. Fischetti, M. Dattilo
UNIVERSITY OF TURIN, UNESCO CHAIR ON THE ECONOMICS OF CULTURE AND HERITAGE

Creativity and Cultural Heritage: An Analysis of the Creative Dimensions in World Heritage Cities through the Cultural and Creative Cities Monitor

Mafalda Gómez-Vega, Iván Boal
UNIVERSITY OF VALLADOLID

Public policies for cultural and creative industries: from theory to practice

Trinidad Zaldivar
INTER-AMERICAN DEVELOPMENT BANK (IDB)

CHAIR OF THE SESSION: Douglas Noonan
INDIANA UNIVERSITY

11:30 / 12:00 h - Break

12.00 / 13.30 h

2 > World Heritage: economic valuation and impact

The market value of world heritage sites. Hedonic pricing of oenotourism in Alto Douro Wine Region

Lina Lourenço-Gomes, Alexandre Guedes, Tânia Gonçalves, João Rebelo
UNIVERSITY OF TRÁS-OS-MONTES AND ALTO DOURO, PORTUGAL

Economic valuation of access to historical heritage: the case of the Teotihuacán Archaeological Zone in Mexico

Blanca Garza-Acevedo, Luis Quintana-Romero,
Manuel Pérez-Tapia

AUTONOMOUS UNIVERSITY OF THE STATE OF MEXICO

Economic Valuation and Tourism in UNESCO Cultural Ecosystems. The Case of the Coffee Cultural Landscape in Colombia

Jonathan Daniel Gómez Zapata

NATIONAL UNIVERSITY OF COLOMBIA

CHAIR OF THE SESSION: Marcos Valdivia

AUTONOMOUS NATIONAL UNIVERSITY OF MÉXICO

13.30 / 16.00 h - Break

16.00 / 17.30 h

3 > World Heritage analysis and sustainability

How sustainable are World Heritage Cities? Evaluating efficiency for a European sample

Luis César Herrero-Prieto, María José del Barrio-Tellado, Martín Sebastián Rondón Raigoza

UNIVERSITY OF VALLADOLID AND NATIONAL UNIVERSITY OF COLOMBIA

Fewer than half of the Cultural World Heritage cities in Europe have a comprehensive strategy for managing visitor flows

Martin Thomas Falk, Eva Hagsten

UNIVERSITY OF SOUTH EASTERN NORWAY

Sustainable urban rescue policies in Latin America's historical cities

Diego Aulestia Valencia

ECONOMIC COMMISSION FOR LATIN AMERICA AND THE CARIBBEAN OF THE UNITED NATIONS (ECLAC/CEPAL)

CHAIR OF THE SESSION: Trinidad Zaldivar

INTER-AMERICAN DEVELOPMENT BANK

17.30 / 18.00 h - Break

18.00 / 19.30 h

4 > World Heritage and tourism

World Heritage Sites and income growth at the local level: spatial effects and the risks of overtourism

Silvia Cerisola, Elisa Panzera

POLITECNICO OF MILANO

Economic Impact of International Tourism Visiting UNESCO World Heritage Archaeological Sites in Mexico

Rodrigo Morales-López, Marcos Valdivia-López

AUTONOMOUS NATIONAL UNIVERSITY OF MEXICO

How Cultural Heritage Shapes Residents' Image and Tourism Support: The Mediating Role of Local Pride

Valentina Montalto, Federica Galli

KEDGE BUSINESS SCHOOL

CHAIR OF THE SESSION: Celia Martínez Yáñez

UNIVERSITY OF GRANADA AND ICOMOS

21 March

9.00 / 11.00 h

5 > World Heritage: on site governance and management

Value creation and managing plan of a complex cultural ecosystem. The case of the Alhambra and Generalife

Rodrigo Ruiz-Jiménez Carrera

GENERAL DIRECTOR OF THE ALHAMBRA AND GENERALIFE COUNCIL

Cultural heritage restoration, visitors' experience evaluation and "green" preferences. Evidence from an Italian UNESCO site

Ilda Rizzo, Marina Cavalieri, Paolo Ferrara, Marco Martorana

UNIVERSITY OF CATANIA

Some Economics of Engaging Community in Conserved World Heritage: Lessons from Major US Art Museums

Douglas Noonan, Joanna Woronkowitz, Dylan Thompson

INDIANA UNIVERSITY INDIANAPOLIS

Role of Visitor Centers in Unesco designated sites

Frédérique Aubert and Matteo Rosati

UNESCO REGIONAL BUREAU FOR SCIENCE AND CULTURE IN EUROPE

CHAIR OF THE SESSION: Darina Saliba Abi Chedid

QATAR UNIVERSITY

11:00 / 11:30 h - Break

11.30 / 13.30 h

6 > World Heritage and community involvement

**Dynamics of Leveraging Community
as Cultural Capital in India's World
Heritage Sites**

Kamalika Bose

HERITAGE SYNERGIES INDIA AND ICOMOS INTERNATIONAL

**Community engagement and private
sponsoring in heritage preservation**

Pablo Longoria

WORLD MONUMENTS FUND

**Technological sustainability
of traditional crafts and practices.
The case of Ksar de Ait Ben Hadu,
World Heritage site**

Faissal Cherradi Akbil

COUNCILOR AT THE GENERAL SECRETARIAT OF THE MINISTRY OF CULTURE.
KINGDOM OF MOROCCO

**The historic city of Grand-Bassam,
facing the challenge of sustainable
development in Côte d'Ivoire**

Romaric Djako

COORDINATOR OF THE HISTORIC TOWN OF GRAND-BASSAM, UNESCO
WORLD HERITAGE SITE

CHAIR OF THE SESSION: Enrico Bertacchini

UNIVERSITY OF TURIN

13.30 / 16.00 h - Break

16.00 / 18.00 h

7 > World Heritage in risk

Incorporating climate risks planning in site management plans of UNESCO listed cultural world heritage sites: Set-theoretical analysis

Monish Bajracharya

UNIVERSITY OF SOUTH-EASTERN NORWAY

Challenges and Strategies for World Heritage Protection: A Case Study of the Old City of Byblos, Lebanon

Darina Saliba Abi Chedid

QATAR UNIVERSITY. GOVERNING COUNCIL MEMBER OF UNESCO-MOST BRIDGES. FORMER DIRECTOR OF THE UNESCO INTERNATIONAL CENTER FOR HUMAN SCIENCES (CISH) IN LEBANON

World archaeological heritage protection: natural threats and human pressures. A review of case studies in Nepal and South Asia

Robin Coningham

UNIVERSITY OF DURHAM AND UNESCO'S CHAIR ON ARCHAEOLOGICAL ETHICS AND PRACTICE IN CULTURAL HERITAGE

Heritage Under Pressure: Climate Change and Sustainable Tourism Adaptation for Italian UNESCO World Heritage Sites

Paola Borrione, Martha Friel, Irene Pinto

FONDAZIONE SANTAGATA, IULM UNIVERSITY, UNIVERSITAT ROVIRA I VIRGILI

CHAIR OF THE SESSION: Ilde Rizzo

UNIVERSITY OF CATANIA

18.00 / 18.45 h

Conclusions recap and closing ceremony

Silvia Cerisola

POLITECNICO OF MILANO

CHAIR OF THE SESSION: Rodrigo Ruiz-Jiménez Carrera

GENERAL DIRECTOR OF THE ALHAMBRA AND GENERALIFE COUNCIL

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